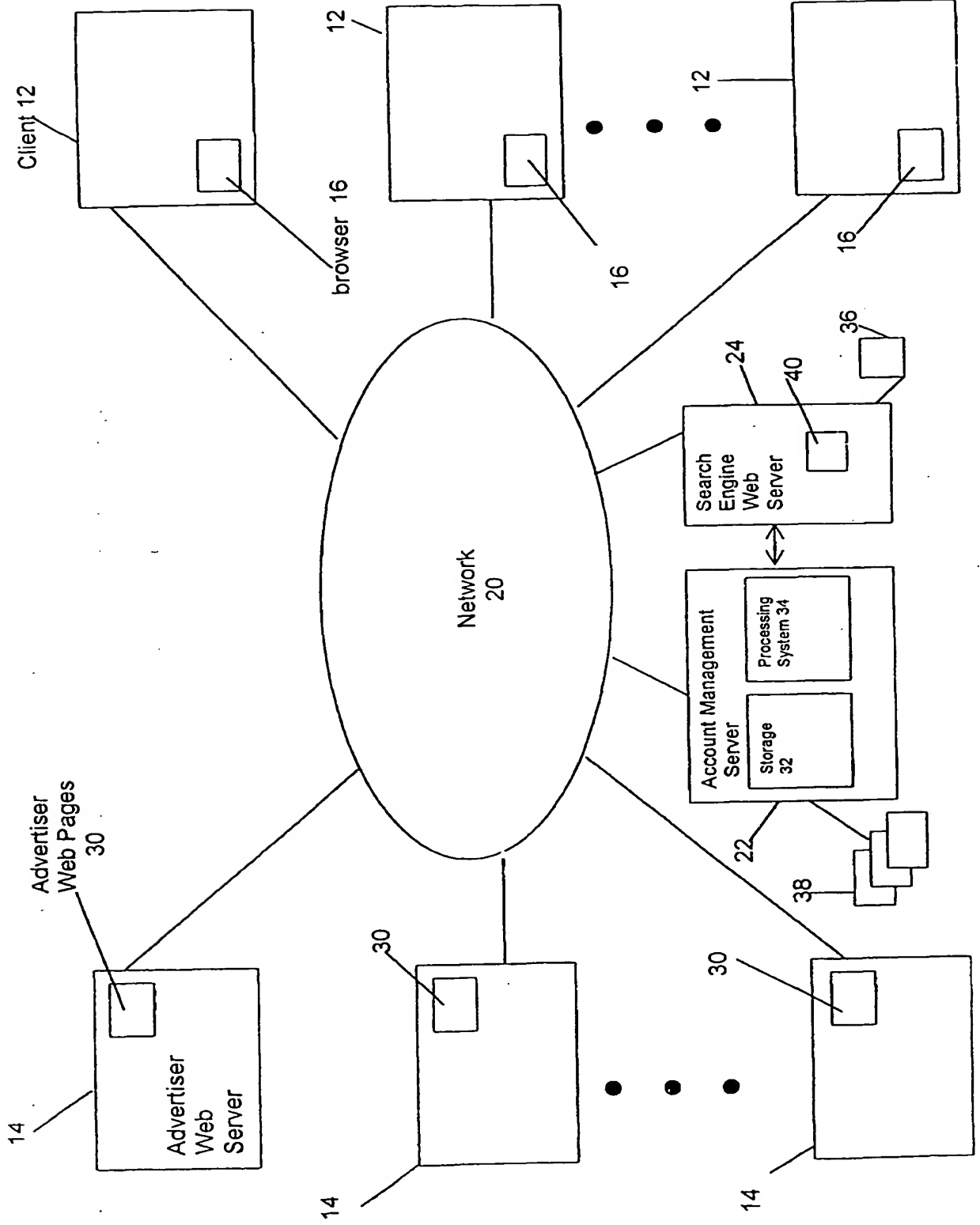


FIG. 1



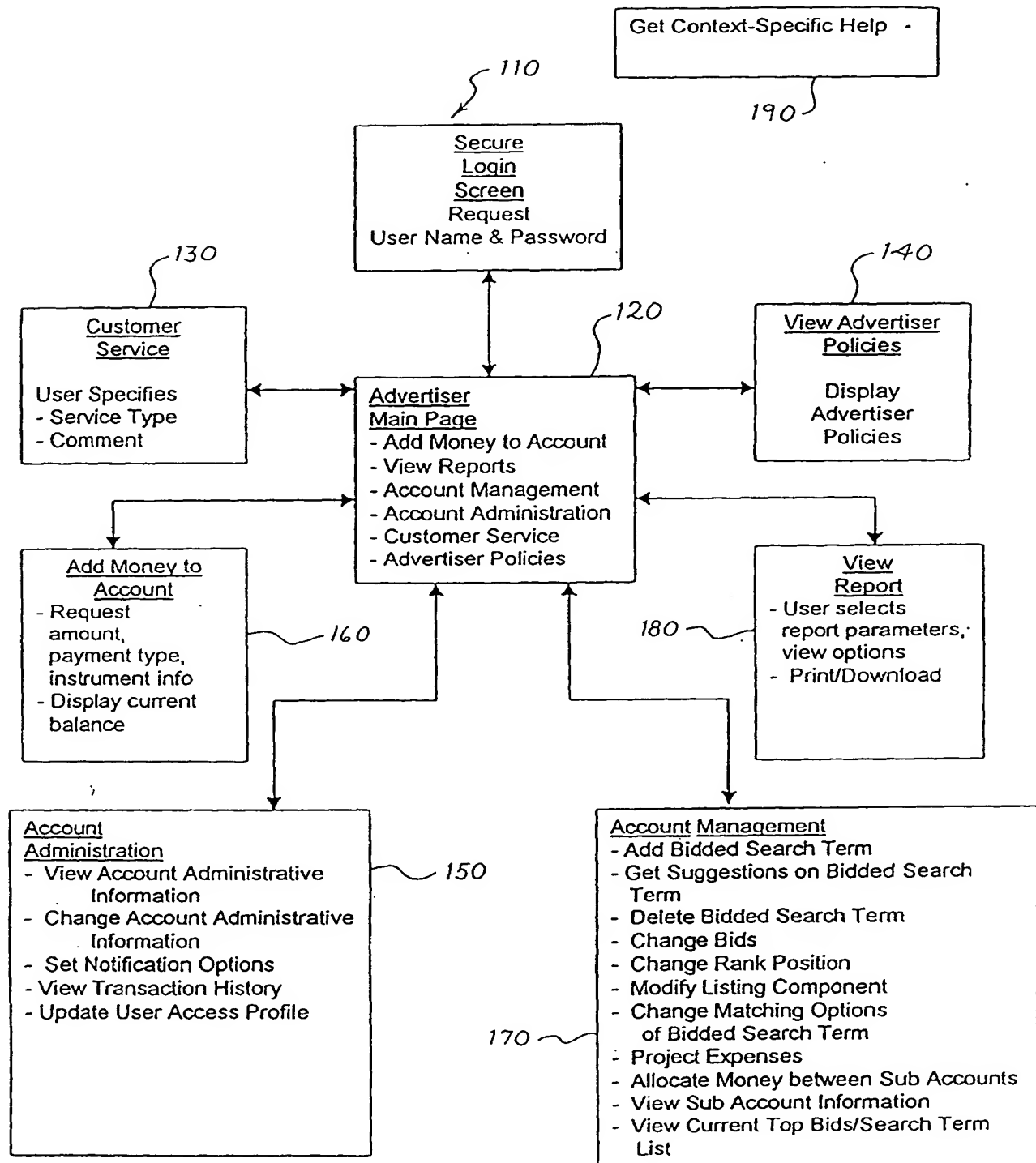


Fig. 2

BACK END SYSTEMS

INTERNET

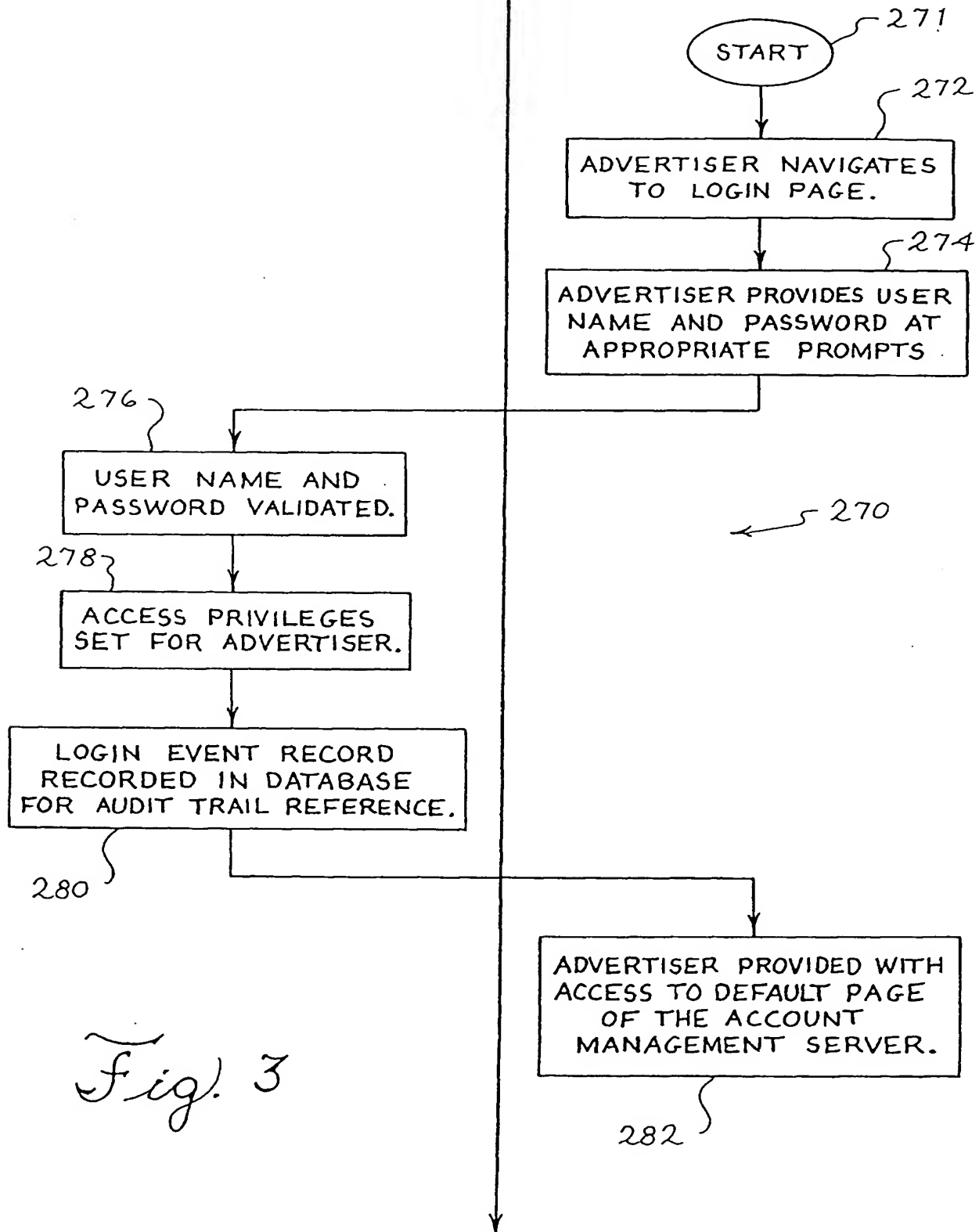
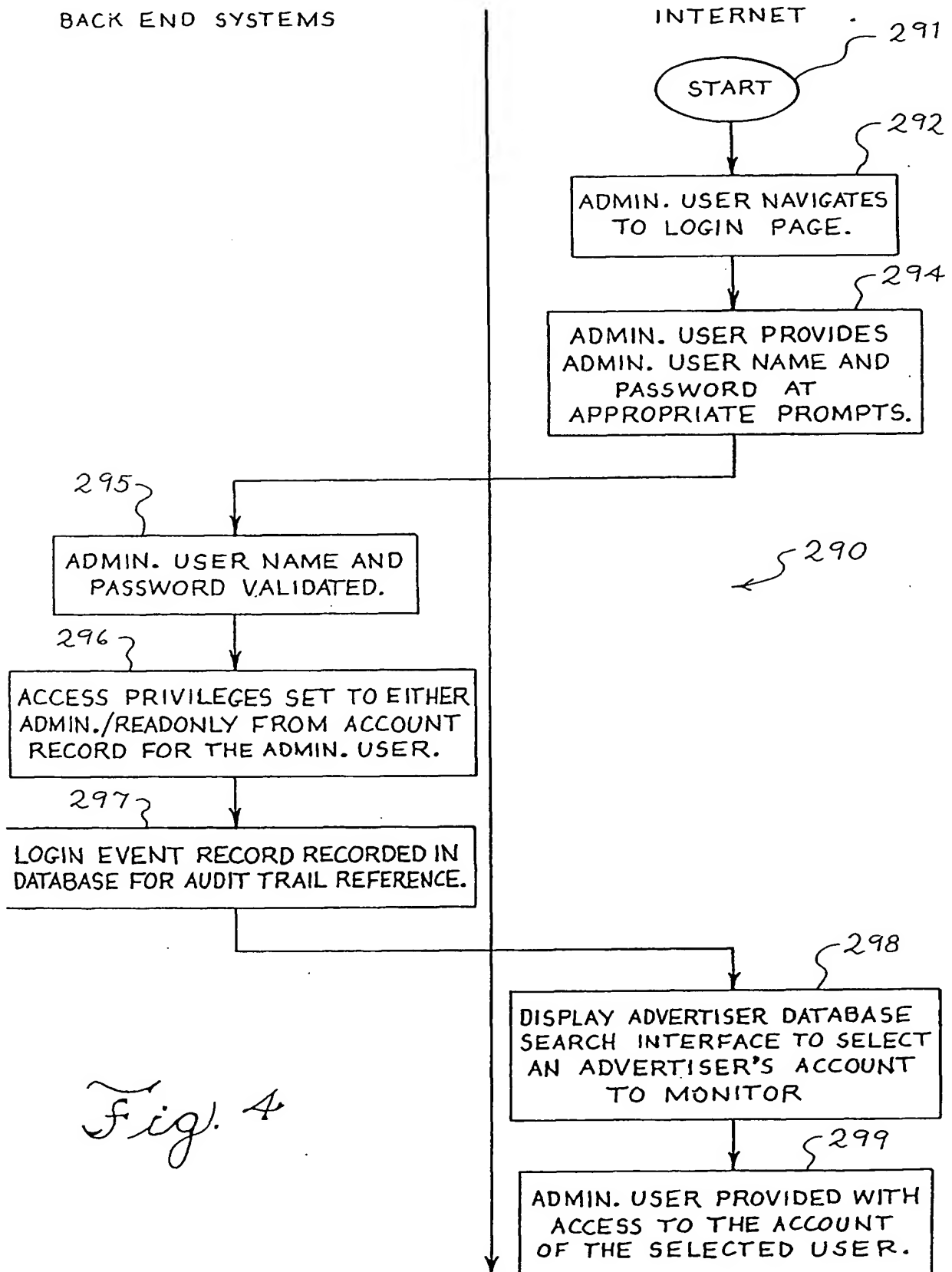


Fig. 3



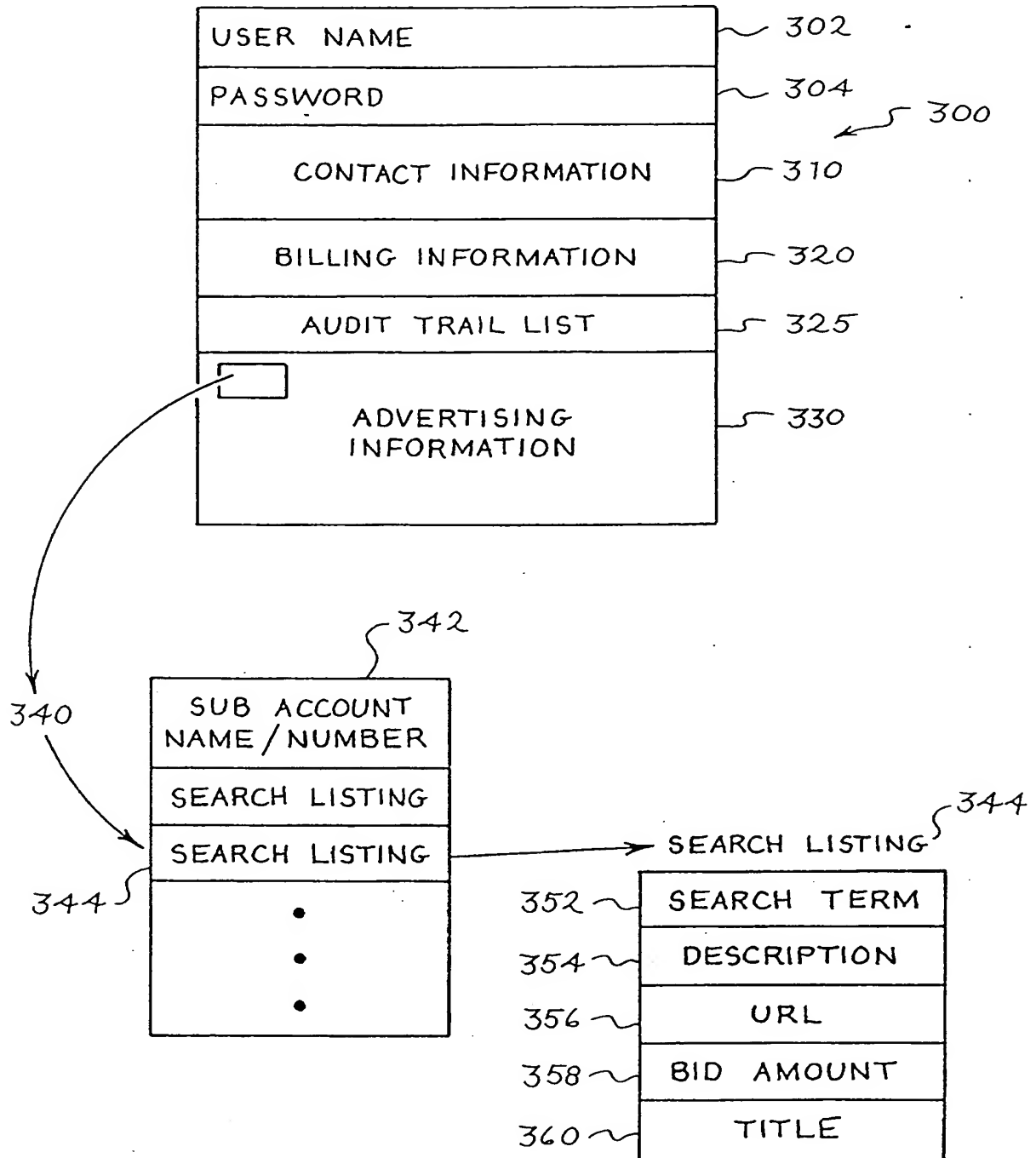


Fig. 5

Fig. 6

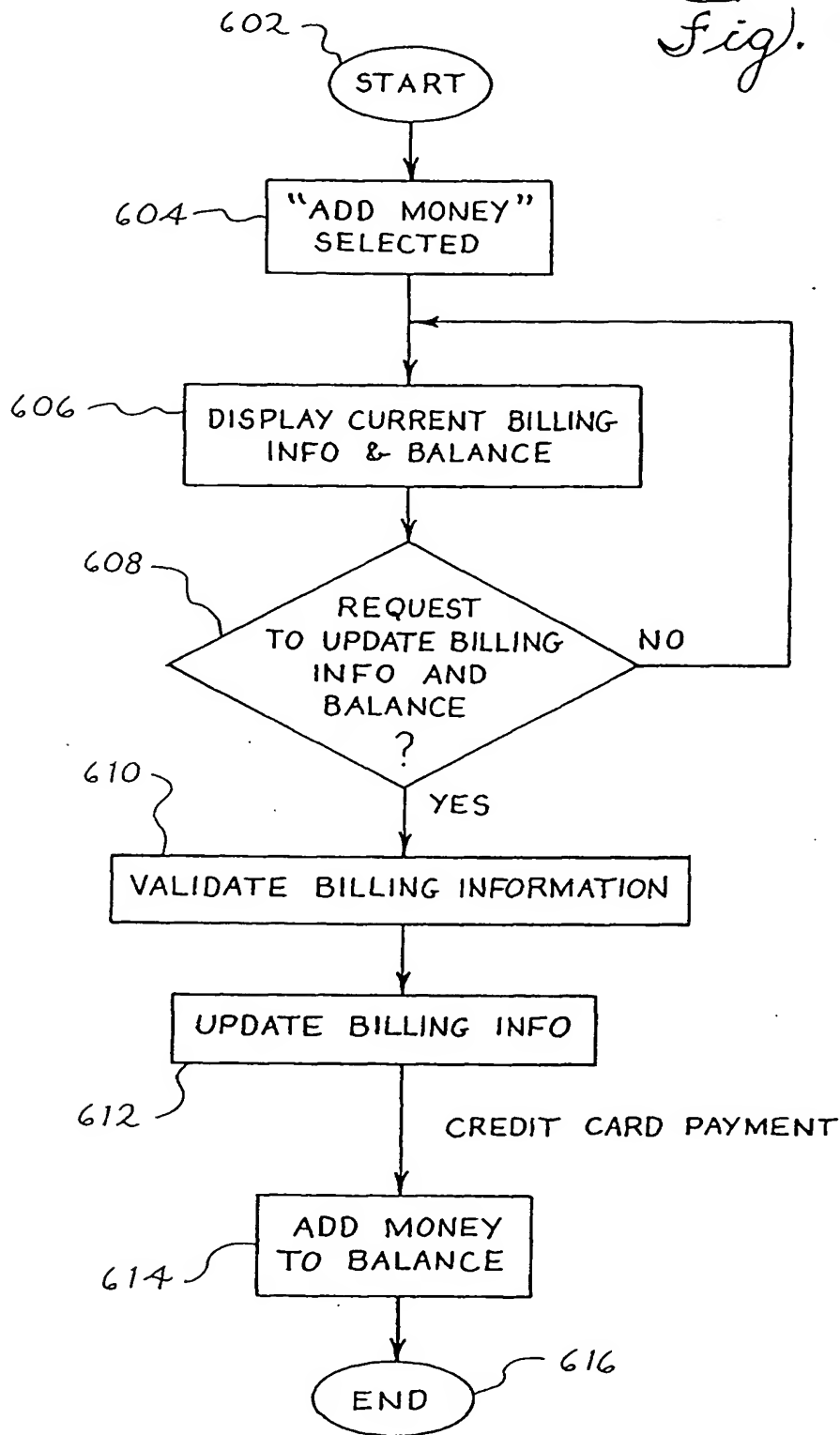


Fig. 7

The image shows a screenshot of the GoTo.com search results page. At the top, the search bar contains the text "Dinner & a movie" and "Find it on at hand". Below the search bar, there are filters for "SELECT A CATEGORY", "WHAT CITY?", and "AL". A "FIND IT!" button is also present. The search results are listed below, with handwritten annotations in the left margin (760a through 760h) and right margin (710a through 710h) pointing to specific elements.

GoTo.com **ZIP DRIVES** **Find It!**

Type what you're looking for and click Find It!

760a Try Go To Remote! 730 Add Go To to Favorites

1. We Buy And Sell Zip Drives 720

720 Buy Sell or Trade used computers, memory, peripherals, hardware and software. We offer the best brand names, competitive prices, large inventory, and reliability. We can ship anywhere.
<http://www.micro-tradingpost.com/> (Cost to advertiser: \$0.08) 710a

2. MacnFind.com - Click Here! 750a

740 Online guide to apple computer retailers. Find IMacs, power macintosh G3s, powerbooks, mac software and much more!
 760b <http://www.mactofind.com/> (Cost to advertiser: \$0.07) 750b 710b

3. Custom Computer Systems, Inc (CCS)

760c CCS, a wholesale distributor of computer systems, parts & accessories. Online shopping and same day shipping! 800.379.1227
<http://www.wvccsi.com/> (Cost to advertiser: \$0.06) 750c 710c

4. Best Price on Zip Drives

760d ATMAN - USA.COM Computer on-line shopping. Huge selection, competitive price, reliable service. Major credit cards are welcome.
<http://www.atman-usa.com/> (Cost to advertiser: \$0.02) 750d 710d

5. Computer Beat...One - Step Web Directory

760e A One-Stop Web Directory featuring top computer, PC, Mac web sites on the Internet. Spotlights Computer News, Help Desks, HTML, Internet and Computer Shopping!
<http://www.search-beat.com/> (Cost to advertiser:\$0.01) 750e 710e

6. Macnet Online Computer Store

760f Computer retailer of hardware software peripherals consumerable and accessories for PC/Macintosh users. See Powermac, IMac, DVD, digital camera, monitors, printers, scanners, networking, PDA, notebook, and more.
<http://www.applemacnet.com/> (Cost to advertiser: \$0.01) 750f 710f

7. hard drives for sale, western digital, maxtor, seagate, samsung, ibm, lomega zip drives. Ide, scsi, PSA Inc reseller

760g Offering computer systems, memory, cpu sales, motherboards, computer upgrades at volume and dealer pricing. A distributor; reseller, broker for all pc needs from corporations to individual personal computer users. PSA Inc. - computer sales and upgrades.
<http://www.psai.com/> 710g

8. Tape Drives, Zip Drives, Floppy Drives

760h Wholesale distributor in Cleveland Ohio of computer hardware, computer systems, computer components, peripherals, cases, keyboards, mice, tape backup and floppy drives. Free technical support.
<http://www.bitsandbytesinc.com/> 710h

[http://www.../;\\$sessionid\\$MEPOIJQAA4BYLQFIEE1APUQ?type=home&Keywords=zip+drive](http://www.../;$sessionid$MEPOIJQAA4BYLQFIEE1APUQ?type=home&Keywords=zip+drive)

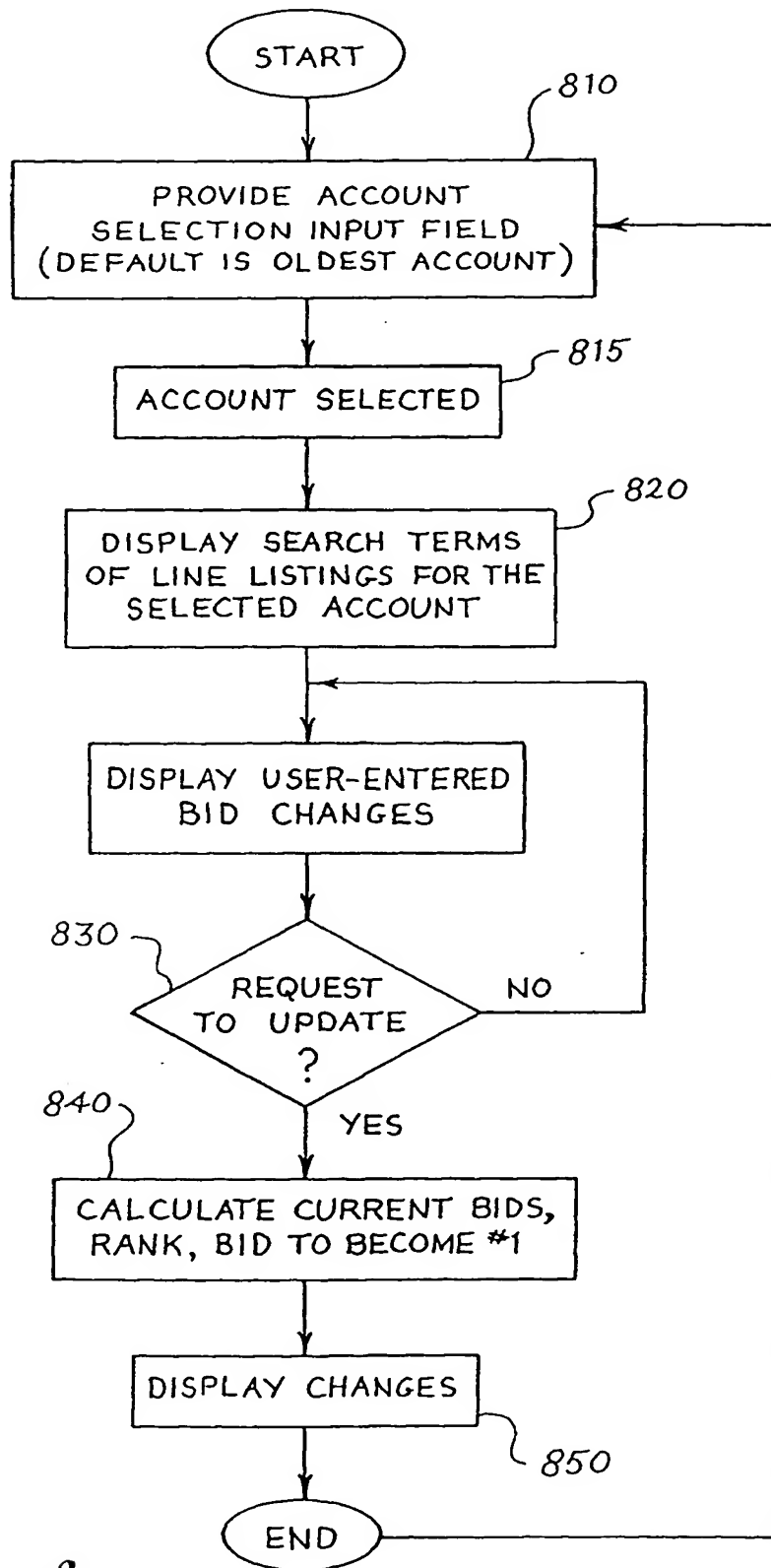


Fig. 8

900

910 920

CAMPAIGN #1 PAGE 1

902 904 906 907

SEARCH TERM	CURRENT BID	CURRENT RANK	BID TO BECOME #1	NEW BID
CAR	0.01	10	1.00	0.01
AUTO	0.10	5	2.00	0.12
AUTOMOBILE	0.13	2	1.50	0.15

908

UPDATE BIDS

912

Fig. 9

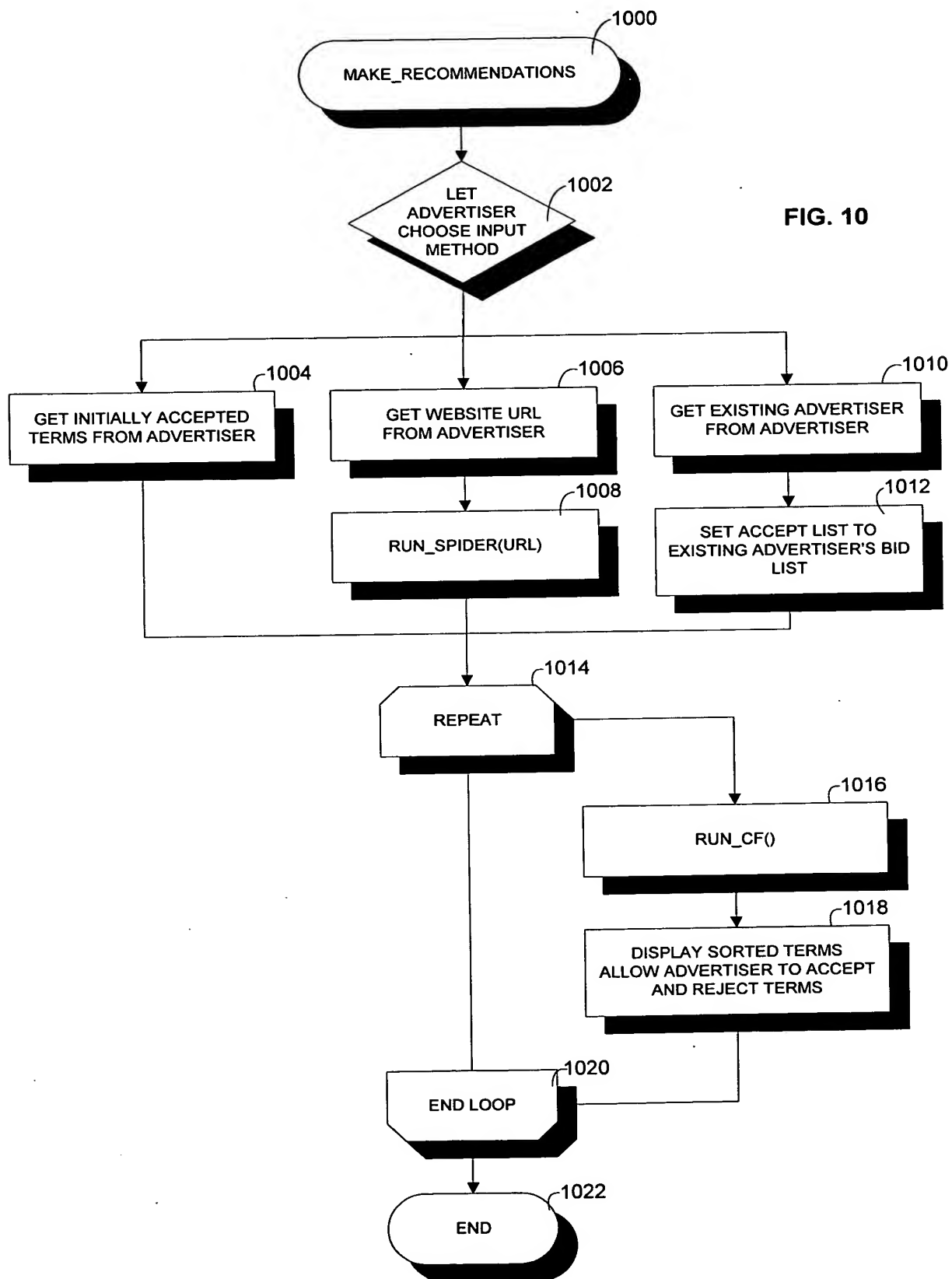


FIG. 11

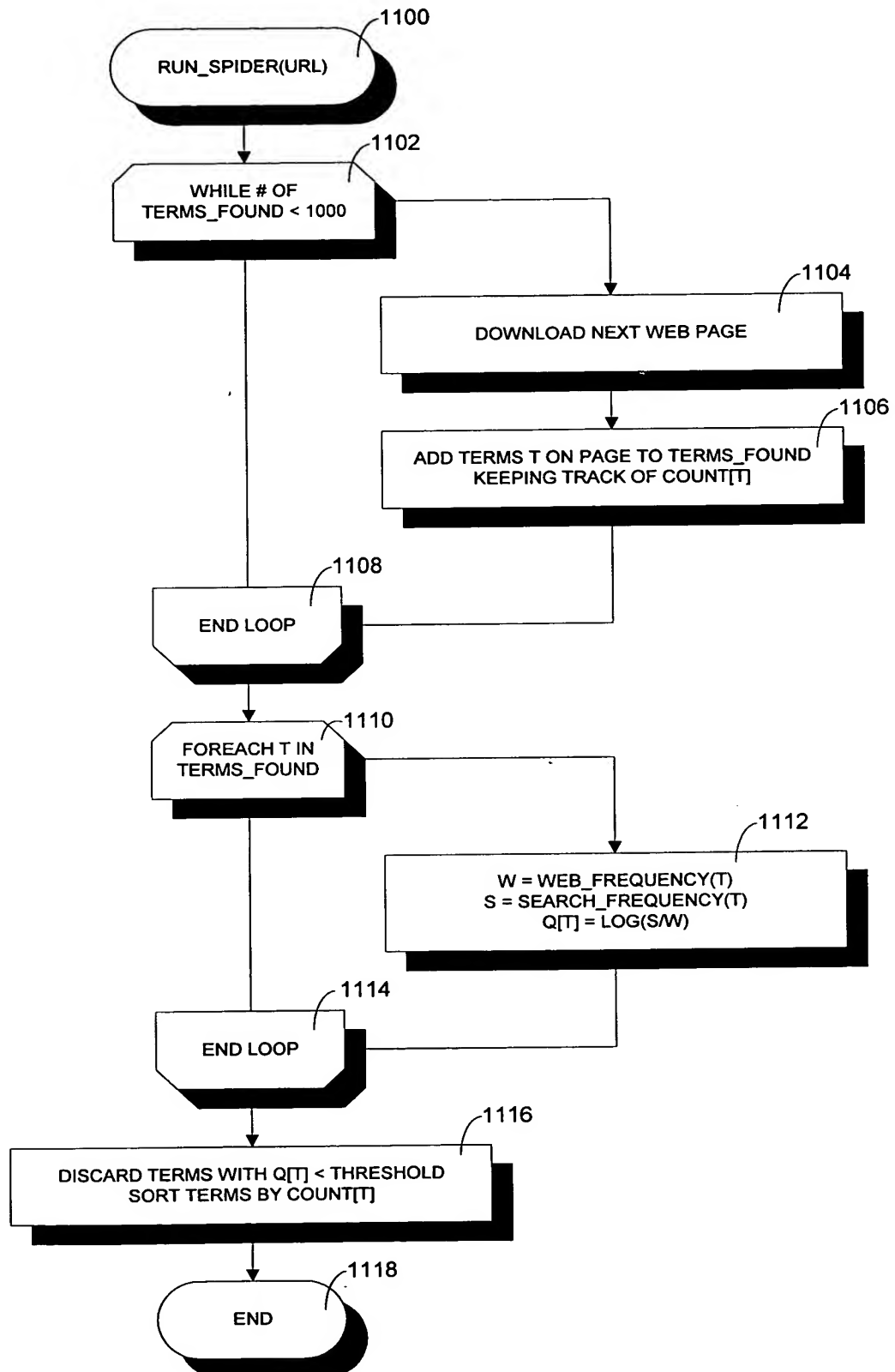


FIG. 14

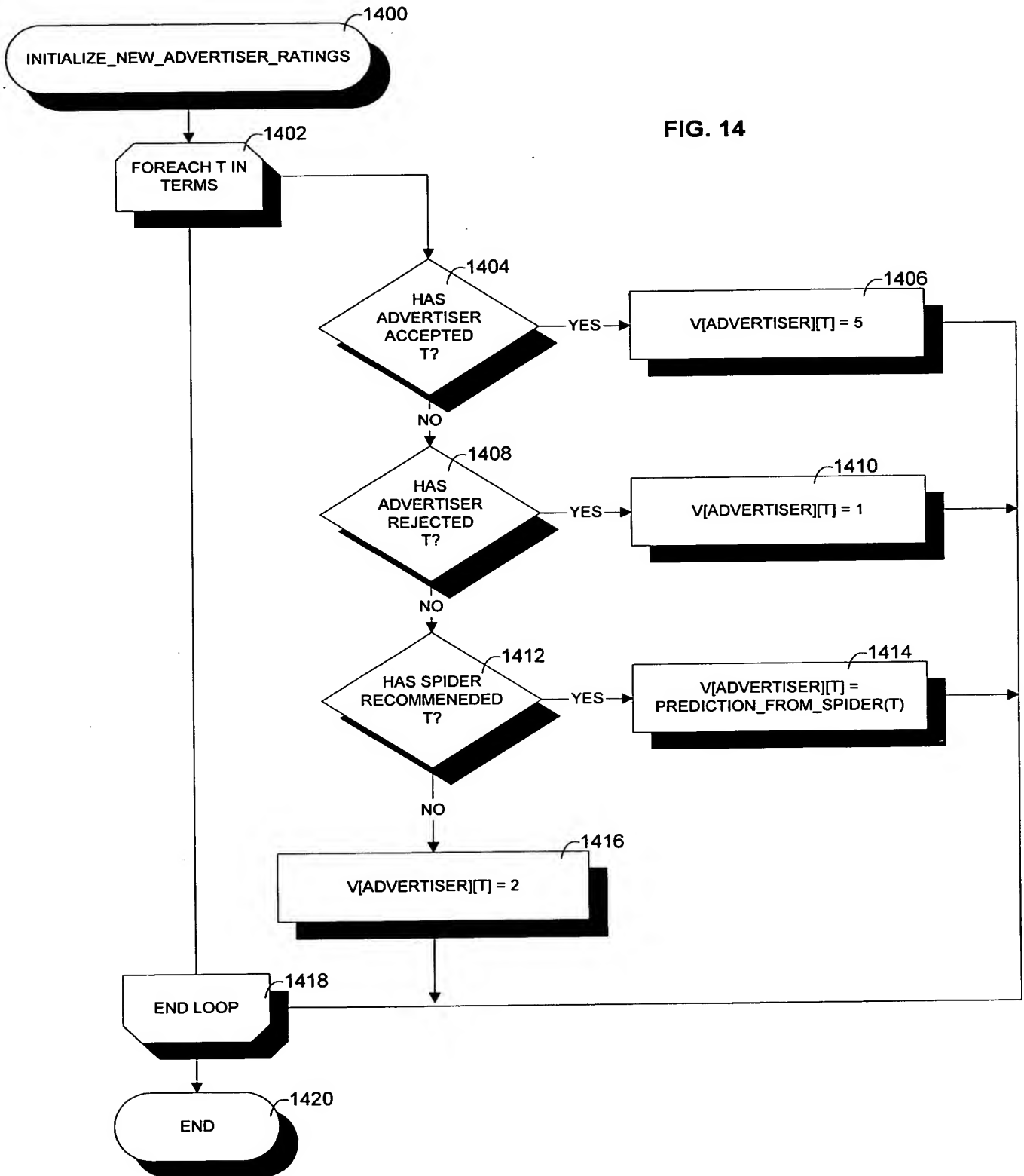


FIG. 12

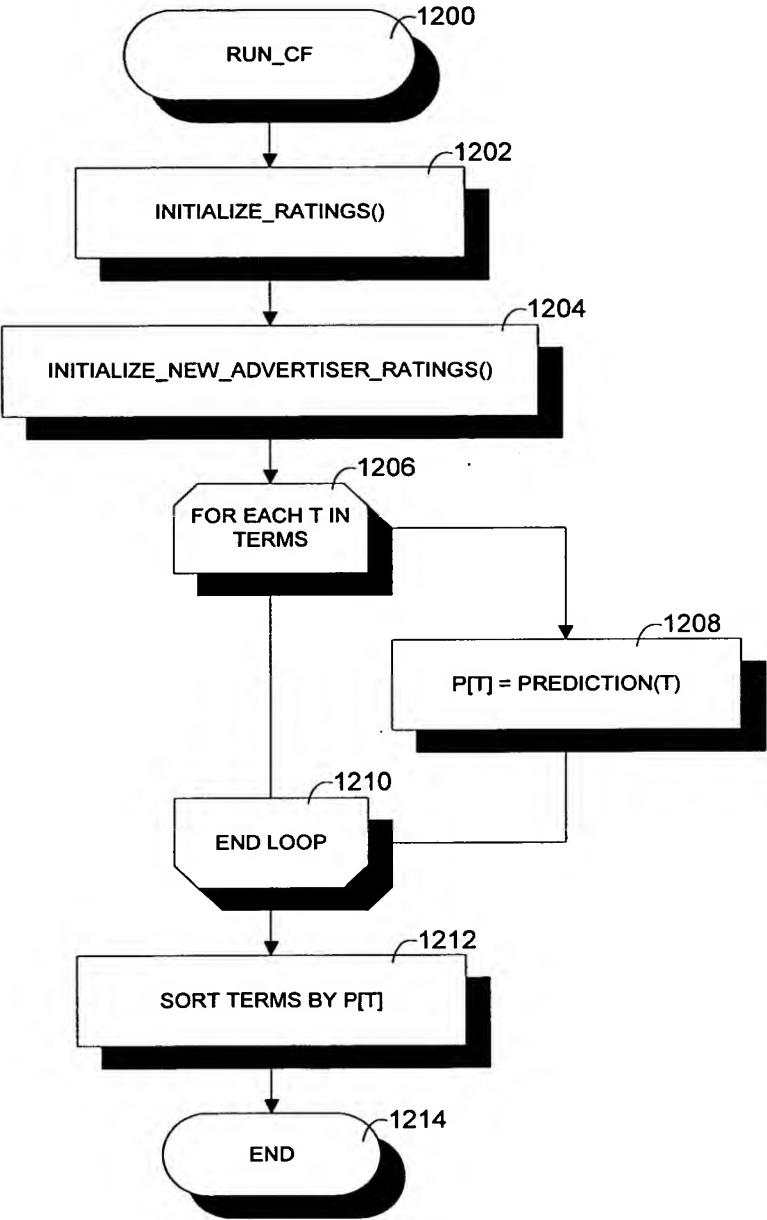


FIG. 13

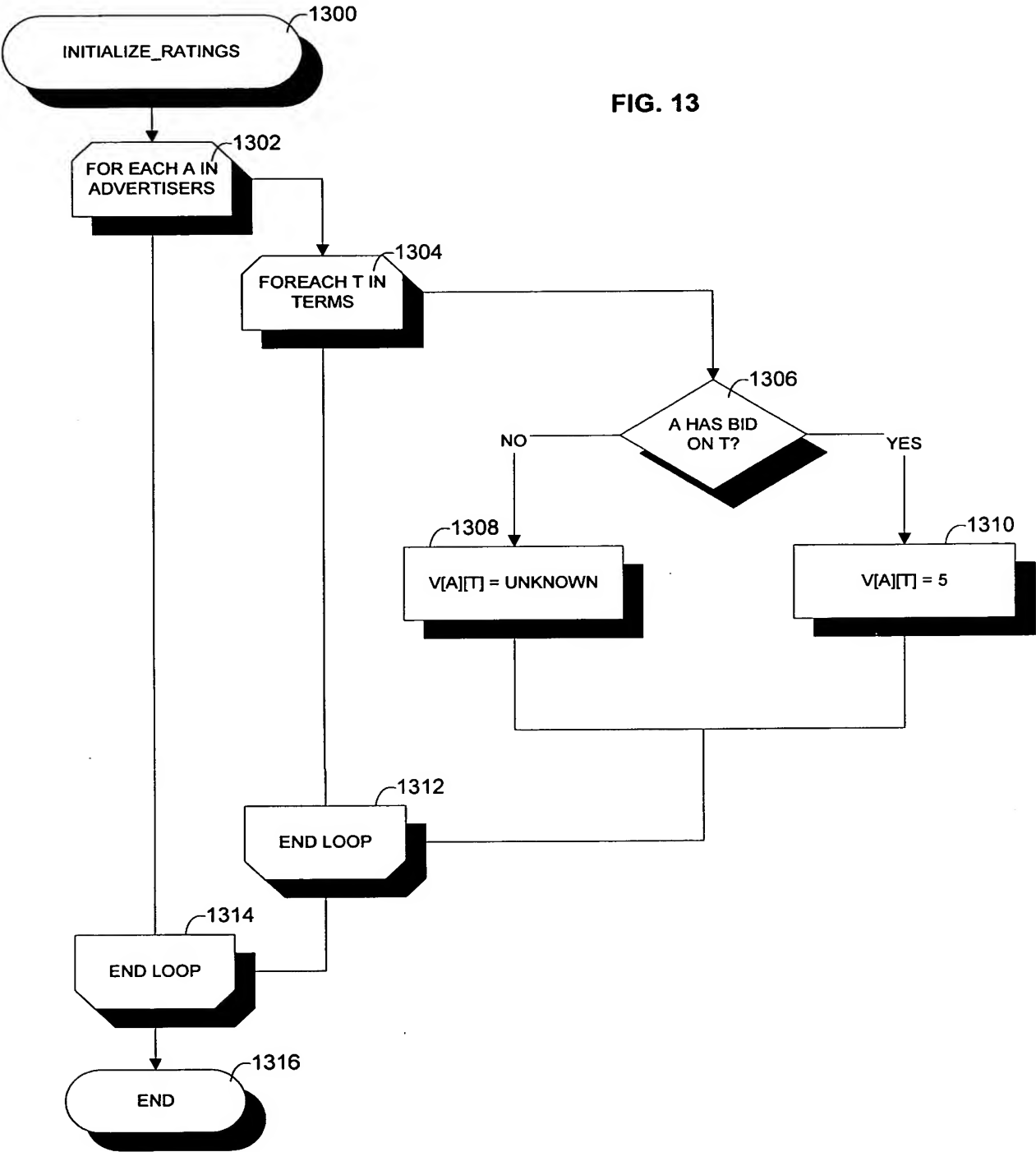
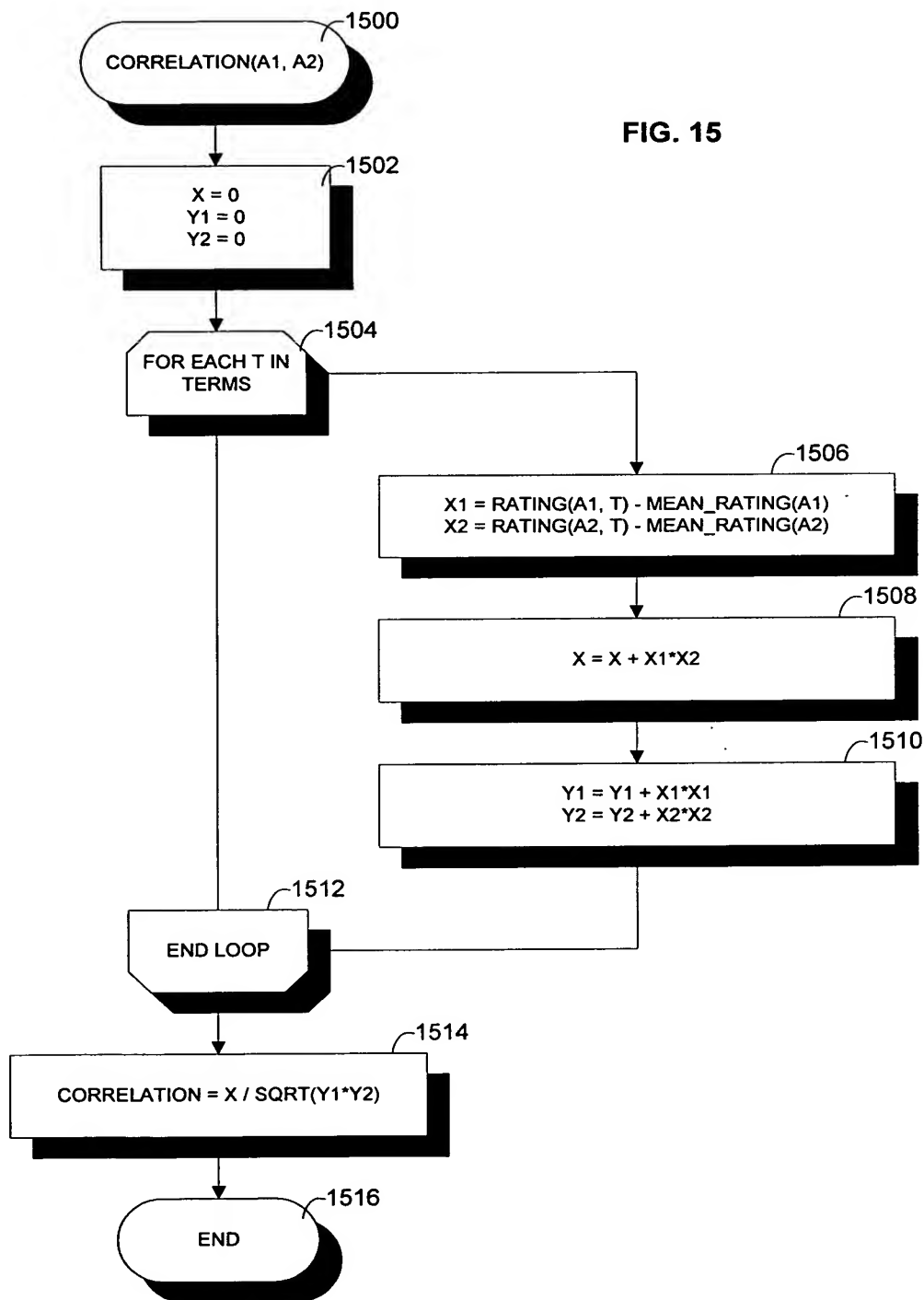


FIG. 15



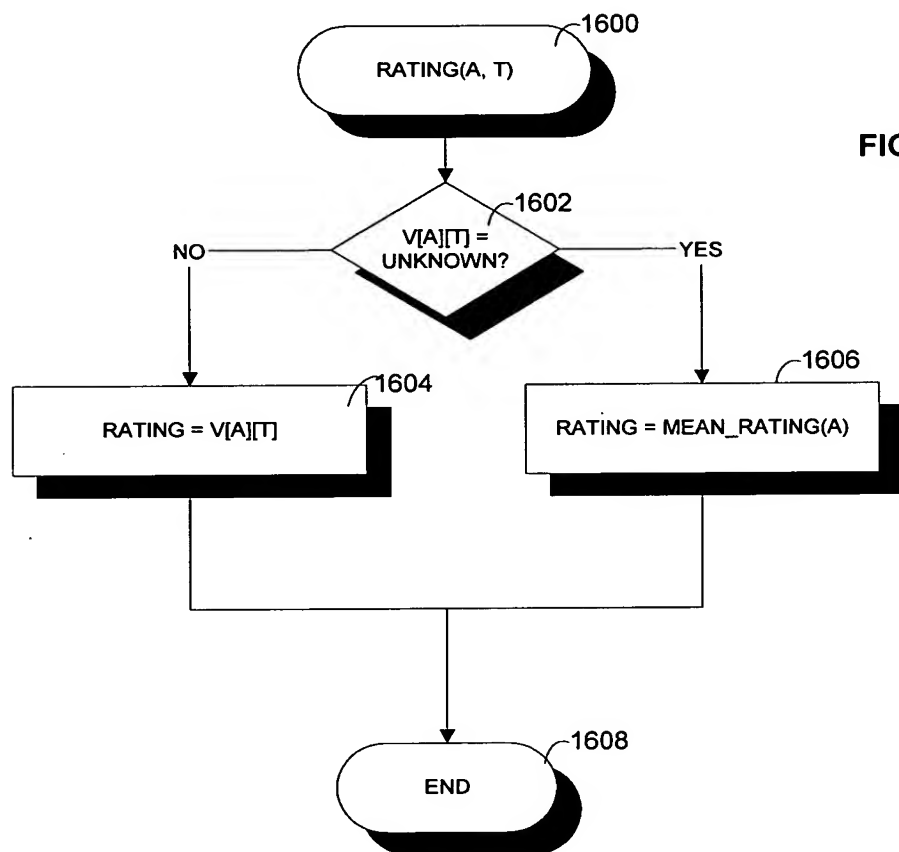
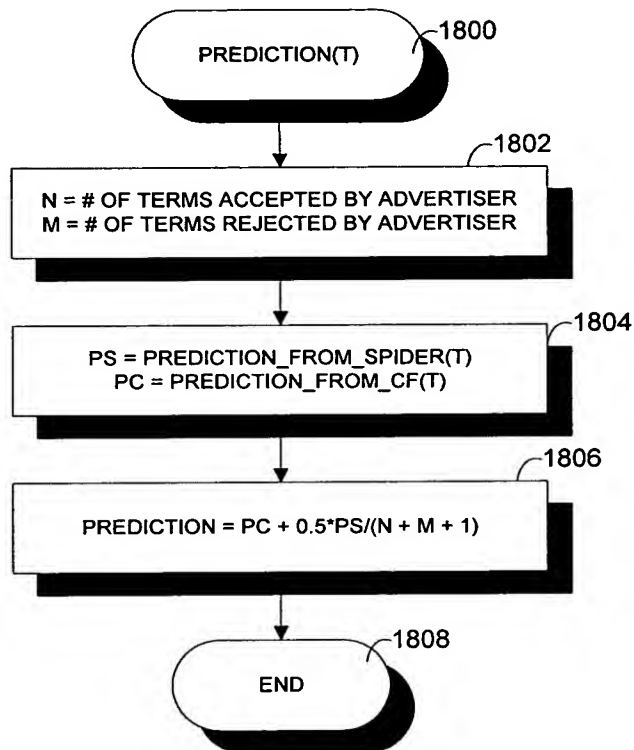


FIG. 16

FIG. 18



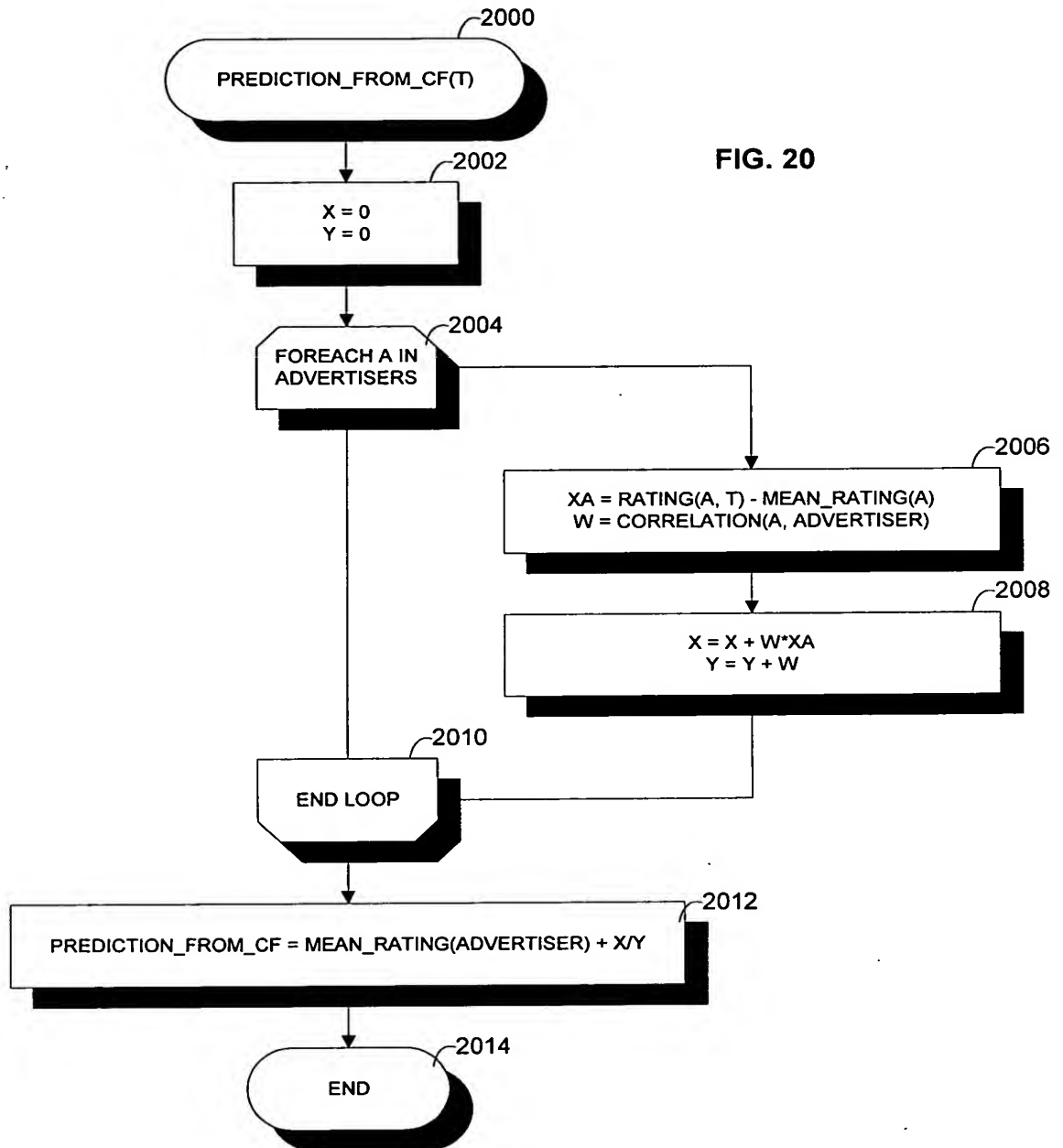


FIG. 19

